

Senior UX/UI Designer

Profile

I am a results-driven, deadline-oriented and accomplished Senior UX/UI Designer with a proven track record of success in creating and designing efficient, cost-effective SaaS applications and desktop and mobile platforms for various organisations and clients. I have demonstrated expertise in optimising the user experience through effective and clear designs that enhance brand loyalty and customer retention. I am a highly-skilled project manager adept at completing all deliverables on time, on budget and within scope, and recognised leader capable of building, training, developing and motivating team members to exceed all goals with exemplary interpersonal skills used to interact and build alliances with clients, senior leaders, stakeholders, product owners and other third parties.

Experience

Senior UX/UI Designer, DutySheet Ltd, London – May 2019 - August 2019
Will be updated shortly.

Senior UX/UI Designer, Chambers & Partners, London – October 2018 - April 2019
Conducting user tests and interviews to evaluate current state of UX and validate ideas
Conducting stake holder interviews
Accessibility and usability best practices
Creating wireframes and interactive prototypes
Working closely with Dev Team to implement user stories
Work closely with Marketing & Sales Teams to generate ideas for their requirements

KEY ACCOMPLISHMENTS:

- Conducted the company's first ever Design Sprint
- Researched, planned, designed & delivered several sub-brand projects
- Successfully got buy-in from business for UX project for the test product.
- Got buy-in from business for UI/UX project of the online test platform.
- Successfully created a fully interactive MVP prototype using Framer to validate, improve features and the experience.

Senior UX Designer, Cambridge Assessment (University of Cambridge), Cambridge – May 2018 - Sept 2018

Conducting user tests and interviews to evaluate current state of UX. Conducting stake holder interviews to discover new features. Applying accessibility and usability best practices. Creating wireframes and interactive prototypes to get buy-in. Creating fully interactive (Framer) prototype to validate ideas and iterate it to MVP through usability - A/B testing

KEY ACCOMPLISHMENTS:

- Successfully got buy-in from business for UX project for the test product.
- Got buy-in from business for UI/UX project of the online test platform.

- Successfully created a fully interactive MVP prototype using Framer to validate, improve features and the experience.

Senior UX/UI Designer, Dutysheet Ltd, London –June 2017 - May 2018

Responsible for re-designing the whole UI of the major SaaS product (Web & Mobile App) from wireframes to fully interactive hi-fi prototypes. Adding (or sometimes removing) features through user interviews, creating and/or updating user flows, applying proved accessibility best practices.

KEY ACCOMPLISHMENTS:

- Developed company website based on the prepared designs.
- Successfully established client-side product owner/ stake holder relations.
- The whole SaaS product has been re-designed and updated
- Successfully re-designed and updated the mobile companion app on iOS and Android platforms
- Designed complete UI pattern library

Senior UX/UI Designer, Auction Technology Group, London – June 2016 - June 2017

Evaluate survey/test results, conduct discovery sessions with key stakeholders while designing wireframes, mock-ups and creating dynamic prototypes according to requirements. Socialise prototypes/mock ups and apply feedbacks. Organise A/B tests. Advocate UX within the company and educate the company about UX while creating long term product vision together with Head of Product.

KEY ACCOMPLISHMENTS:

Introduced dynamic prototyping together with best UX practices.

Updated the UX and redesigned the 3 web portals according to the Golden Path Project scope (Home, Search Results, My Account, Catalogue and Lot details pages):

- Auction registration and bidding numbers increased after “lot details page” release.
- Reduction in complaints about sold items.
- Test results prove that the new home page design will improve user engagement, new user acquisition, auction registration and bidding.

Improved UX and UI of GAP LIVE live bidding application.

- Increase in bidding per user

Updated the IA, UX and redesigned Antiques Trade Gazette web magazine (www.antiquetradegazette.com)

- Paywall introduced together with new design.
- Increase in subscription numbers, even for print magazine.

Redesigned company website

Worked on branding of different brands within the company.

UX Lead, IDscan Biometrics Ltd, London – Aug 2015 - May 2016

Apply technical, management and leadership expertise to host product meetings with product owners and project managers and gather requirements. Design wireframes and prototypes according to requirements while creating user stories, conducting project reviews and planning meetings with the Web team. Design UI for the projects, creating in HTML, CSS and AngularJS. Prepare project reports for the company. Develop UX/UI for demo mobile applications for iOS and Android platforms within mobile development team. Oversee company's general marketing designs. Manage a Junior Designer, reporting directly to the Technical Director.

Head Of Design, IDscan Biometrics Ltd, London – Nov 2013 - Aug 2015

Managed IDscan mobile app projects and other marketing-related projects. Focused on desktop and mobile application design for corporate clients, including American Express, Barclays UK, Barclays Iberia, Santander, UniCredit-Germany, Absa Bank-South Africa and Optus-Australia, working with a Junior Designer for internal web and marketing works.

KEY ACCOMPLISHMENTS

- Played instrumental role in UX/UI design of windows based application and design & development of web based applications.
- Designed and lead the IDscan Mobile App project.
- Introduced branded/ bespoke UI with same or similar UX for each client. This flexibility helped business to approach/ acquire new clients easier.
- Directed/oversaw the development of all company websites.
- Company revenue doubled comparing to previous years.

Design Contractor, IDscan Biometrics Ltd, London – Nov 2013 - Aug 2015

Worked as an in-house designer responsible for designing the logo and designing and developing marketing websites using WordPress. Updated all digital and print marketing material. Designed several application UIs for Windows applications for several clients, including major banks and GSM providers.

KEY ACCOMPLISHMENTS:

- I've redesigned the company logo and marketing materials and designed/developed the main website: idscan.com.
- Company expanded the business from leisure to enterprise level clients.

Education	Marmara University, Print Technologies & Graphic Design – BA, Istanbul - 2006 Marmara University, Print Technologies & Graphic Design – FdA, Istanbul - 1999
Certifications	Certified Scrum Master, RADTAC, London - 2015
Additional Training	How to Write Press Releases, Cavara Training Public Relations, Cavara Training Advanced Photography, Istanbul

Dark Room, Istanbul
Photography Basic Skills, Istanbul

Skills

SOFTWARE

Sketch (Advanced), **Framer** (Intermediate), Photoshop CC (Advanced); Illustrator (Advanced); **Adobe XD** (Advanced); InDesign (Advanced); **Invision** (Advanced), JustInMind (Good), UXPin (Good), Axure RP (Good)

DEVELOPMENT:

HTML5 (Advanced), CSS (Advanced), JS, JQuery (Advanced), SASS (Advanced)

FRAMEWORKS:

AngularJS, FramerJS

Memberships

Interaction Design Foundation